

# Local Democracy and Development



The Kerala People's  
Campaign for  
Decentralized Planning

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Local Democracy and Development: The Kerala People's Campaign for  
Decentralized Planning (Asia/Pacific/Perspectives)



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In this definitive history, an integral number in the People's Campaign in Kerala provides an insider's account of 1 of the world's most comprehensive and successful experiments in decentralization. Local Democracy and Advancement tells a powerful story of mass mobilization and innovation as bureaucratic opposition was overcome, corruption and cynicism had been rooted out, and parliamentary democracy prevailed. The authors detail the backdrop of the marketing campaign, trace its phases, assess problems and successes, and evaluate concrete outcomes and reforms. Launched in 1996, the marketing campaign mobilized over 3 million of Kerala's 30 million people and resulted in bottom-up advancement planning in all 1,052 of its villages and urban neighborhoods. Considering both theoretical and applied significance of the advertising campaign both in the context of India's development since independence and of latest worldwide debates about decentralization, civil society, and empowerment, this study provides invaluable lessons for sustainable development worldwide.



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